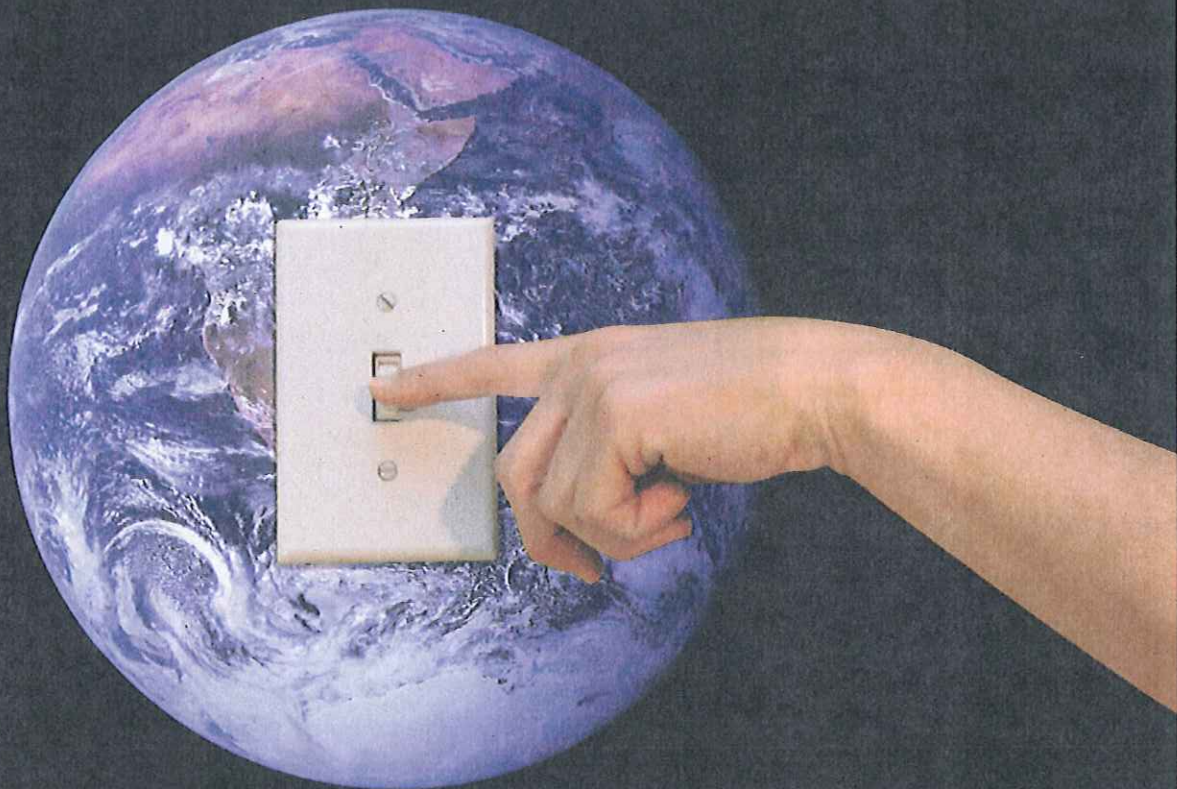


March 28, 2009

8:30 pm

Turn out. Take action.

EarthHour.org



LET THE EARTH REST FOR AN HOUR

On March 28, 2009 at 8:30 pm, millions of Americans will turn out their lights
to demand action on climate change.
Join us. Turn out. Take action.

www.EarthHourUS.org



EARTH HOUR



THROW A PARTY FOR THE EARTH

On March 28, 2009 at 8:30 pm, let's celebrate Earth Hour by turning off all the lights in America and show the world we want action on climate change.

www.EarthHourUS.org



EARTH HOUR

Ten Things to Know About Earth Hour 2009

1. Earth Hour 2009 takes place on March 28, 2009 at 8:30 pm—local time.
2. The date was set in March because it is close to the Spring Equinox, a period when the most number of countries around the world will experience darkness in the 8 o'clock hour.
3. Earth Hour isn't about how much energy is saved during one hour. The idea behind Earth Hour is that by working together, each one of us can make a difference on the issue of climate change. By doing something as simple as turning off the lights, we send a visual symbol to the world's leaders that we are counting on them to work together to find solutions to climate change.
4. Earth Hour is a non-partisan event. When it comes to caring about the future of our planet, we all have a stake as citizens of the world regardless of other political beliefs and affiliations.
5. Earth Hour turns off non-essential lighting only. Lights necessary for public safety will not go out. Earth Hour has been conducted safely and without incident in more than 100 cities around the world.
6. Earth Hour is an inclusive event and everyone is invited to participate. WWF will provide tools online to enable any town, community, school, individual or organization to be part of the event.
7. WWF has designated a limited number of "flagship cities" in the US where it will devote resources to make sure the lights actually do go out. In 2009 those cities include: Atlanta, Chicago, Las Vegas, Los Angeles, Miami, Nashville, New York and San Francisco. In addition, WWF will be seeking the support of Washington DC and the federal government.
8. Many US cities will also participate as "supporting cities." To become an official supporting city, a proclamation or some type of official confirmation that the event is supported by the local governing body of that community must be sent to WWF.
9. More than 240 cities throughout the world have already agreed to participate in Earth Hour 2009.
10. World Wildlife Fund is the organization behind Earth Hour, but many other groups and NGOs are supporting Earth Hour in 2009.

City and Mayor Responsibilities for Flagship and Supporting cities

To make Earth Hour successful and meaningful, we ask the leaders of our Flagship and Supporting cities (to the extent possible) to commit to the following items:

- Public endorsement and support of the Earth Hour program from public officials
- Active involvement and participation from police, fire, public safety and other departments required to ensure the success of the program (including assistance in gaining necessary permits). To this end, the city and Mayor should identify a point person from the Mayor's office to assist in the outreach to the business community, municipal and civic organizations, corporate partners, media and other entities to assist in creating public awareness and support of the Earth Hour program.
- Commitment to turn out the lights at major landmarks and buildings within its control and encourage others to do so during Earth Hour.
- Encourage citizens throughout the city to participate in the event in their homes and businesses.
- Commitment from Mayor and/or other city official to serve as official co-chair of Earth Hour and attend all organized events. Such events could include: press conference/media event to announce city's involvement, launch event, and pre-Earth Hour event/rally and Earth Hour VIP viewing event.
- Mayor commitment to personally taking part in the event by turning out the lights in his or her residence and any other properties he or she might own within the city area.
- City commitment to focus on at least one major initiative related to climate change—ideally one that is already under consideration or on the Mayor's agenda. Specific actions made by the city to reduce energy emissions could include a greater commitment to using florescent lighting or clean energy.
- City waives fees for permits and any costs for public safety, etc., deemed necessary by the city to ensure success of event.
- Mayor provides outreach to civic leaders and/ or local celebrity supporters.
- Mayor provides quotes for US and global press releases
- Where appropriate, the city will reach out to "sister cities" and urge them to support Earth Hour.

Fact Sheet

EARTH HOUR – A Global Event on Climate Change

World Wildlife Fund

www.EarthHourUS.org

A Bold Statement for the Earth

On **March 28, 2009 at 8:30 p.m.**, tens of millions of people in more than 240 cities around the world will come together once again to make a bold statement about their concern about climate change by doing something quite simple—turning off their lights for one hour. Earth Hour symbolizes that by working together, each of us can make a positive impact in the fight against climate change. Here in the U.S., it sends a message that Americans care about this issue and stand with the rest of the world in seeking to find solutions to the escalating climate crisis.

Leading the Charge

Earth Hour was first celebrated two years ago in Sydney, Australia, when 2.2 million people and thousands of businesses turned out their lights, allowing the message about climate change to shine brightly. In March 2008, Earth Hour went global. More than **400 cities**, thousands of businesses and over **50 million** people around the world turned off their lights for one hour to demonstrate their commitment to slowing the effects of climate change. An estimated **36 million Americans** reported participating.

The movement captured the public's imagination with lights going out at some of the world's most iconic landmarks including the Sydney Opera House, Bangkok's Wat Arun Buddhist temple, the Coliseum in Rome, Stockholm's Royal Castle, London's City Hall, New York's Empire State Building, Sears Tower in Chicago and the Golden Gate Bridge in San Francisco. Other symbols going dark included Cola-Cola's famous billboard in Times Square and the **Google homepage**. The Earth Hour USA website received more than **7 million unique visitors** during the week leading up to event, and the official video, narrated by actor Jeremy Piven, was viewed on YouTube nearly 800,000 times in less than 72 hours. Stories about the event were featured on *Oprah!*, NBC Nightly News, Today Show, Good Morning America, CBS Evening News, CNN, NPR, The Washington Post, Chicago Tribune, Atlanta Journal-Constitution, Miami Herald, San Francisco Chronicle, Time.com, Yahoo.com and more.

In 2009 Earth Hour Goes from Big to Bigger!

Already cities in more than 60 countries around the world have committed to Earth Hour 2009. Flagship cities in the U.S. include: Atlanta, Chicago, Las Vegas, Los Angeles, Miami, Nashville, and San Francisco. They will join international cities such as: Abu Dhabi, Amman, Auckland, Beijing, Bogota, Cape Town, Copenhagen, Dubai, Guatemala City, Edinburgh, Helsinki, Hong Kong, Istanbul, Kiev, Kuala Lumpur, Lisbon, London, Manila, Mexico City, Moscow, Oslo, Rome, Singapore, Shanghai, Sydney, Tel Aviv, Toronto, Vancouver, Wellington and Warsaw. We hope to touch a billion people with the event in 2009.

From melting glaciers to increasingly intense weather patterns, climate change is already impacting life on our planet. To alter the course of climate change we must act now. One person committed to reducing energy consumption can make a difference, but millions working together can change the world. **One hour - Earth Hour. Turn off. Take action.**

Q&A

1. What is Earth Hour?

- Earth Hour is World Wildlife Fund's global initiative where individuals, businesses and governments turn off their lights for one hour to show their support for action on climate change.
- Earth Hour is a symbolic event designed to engage people from all walks of life in the climate change discussion to send a strong message to our political leaders that we want them to take meaningful action on climate change.
- The largest climate event in history where millions of people around the world will unite by turning off their lights for one hour, Earth Hour, to demand action on the climate crisis.

2. When is Earth Hour?

- Earth Hour 2009 takes place on Saturday, March 28, 2009 at 8:30 pm—local time.
- Just like New Years Eve, Earth Hour will travel from time zone to time zone starting at 8:30pm in New Zealand.

3. Which cities in the U.S. are participating?

- Flagship cities (as of January 21, 2009—updated list found at www.EarthHourUS.org) are – Miami, Atlanta, New York City, Nashville, Chicago, Las Vegas, Los Angeles & San Francisco
- Many US cities will also participate as “supporting cities”. To become an official supporting city, a proclamation or some type of official confirmation that the event is supported by the local governing body of that community must be sent to WWF. Supporting cities that the WWF is aware of (as of January 21, 2009) include Dallas, Hoboken (NJ), Homer Glen (IL), Jacksonville (FL)

4. Which cities around the world have signed up?

Already cities in more than 60 countries around the world have committed to Earth Hour 2009 including Abu Dhabi, Amman, Auckland, Beijing, Bogota, Cape Town, Copenhagen, Dubai, Guatemala City, Edinburgh, Helsinki, Hong Kong, Istanbul, Kiev, Kuala Lumpur, Lisbon, London, Manila, Mexico City, Moscow, Oslo, Rome, Singapore, Shanghai, Sydney, Tel Aviv, Toronto, Vancouver, Wellington and Warsaw.

5. What do we hope to accomplish through Earth Hour 2009?

- Through Earth Hour, WWF hopes to create political momentum for enacting national climate legislation and a global climate treaty.
- Through Earth Hour, WWF will continue to educate and raise awareness about the climate crisis and offer ideas and solutions that people can merge into their daily lives.
- Through Earth Hour, WWF aims to unify people's voices from around the world who are demanding action from our elected officials to solve the climate crisis.

6. How will we determine if Earth Hour is a success?

The success of Earth Hour will be measured in participation by a series of surveys commissioned by WWF. We will also measure success in the stories and conversations that start due to Earth Hour, outreach to elected officials, and in the visual impact of lights out across the globe, showing it is possible to create change through small actions.

7. Is Earth Hour an annual event?

This is the third year Earth Hour is being held. A decision on the future will be made at a later date. 2009 is a critical year in the fight against climate change. Hundreds of countries around the world, including the United States, will be coming together at the United Nations Climate Change Conference in Copenhagen this December to write and potentially sign a successor to the Kyoto treaty. Additionally, national climate legislation will likely be a top priority of the Obama Administration and Congress this year. Because of these changing dynamics, WWF will need to determine later in 2009 how Earth Hour could best support those efforts.

8. What did we accomplish through Earth Hour 2008

- Earth Hour 2008 was an important step in the fight against climate change. Over 50 million people, including an estimated 36 million in the U.S., representing over 400 cities on all seven continents turned out their lights in the largest climate event of all time
- The movement captured the public's imagination with lights going out at some of the world's most iconic landmarks including the Sydney Opera House, Bangkok's Wat Arun Buddhist temple, the Coliseum in Rome, Stockholm's Royal Castle, London's City Hall, New York's Empire State Building, Sears Tower in Chicago and the Golden Gate Bridge in San Francisco. Other symbols going dark included Coca-Cola's famous billboard in Times Square and the Google homepage.

9. What cities participated in 2008?

Over 400 cities on all seven continents participated in Earth Hour 08 including Sydney, Chicago, Atlanta, San Francisco, Phoenix, Toronto, Bangkok, Manila, Tel Aviv, Dublin, Warsaw and others.

10. What does a pledge to turn out your lights involve and commit me to?

Participating in Earth Hour is easy. All you have to do is sign up at www.EarthHourUS.org, tell your friends / co-workers about it and then turn off all of your non-essential lighting on March 28th at 8:30pm. Through signing up you are not committing to anything specific. Rather you are agreeing that strong action needs to be taken to find a solution to the climate crisis.

11. Could there be a power surge when all of the power goes back on after the hour?

No. WWF is working closely with power companies and local officials in all of our flagship cities to make sure the lights go out and come back on, safely. Additionally, while many lights will go out at 8:30pm sharp, some lights will go off close of business on Friday and not come back on until Monday.

12. Who can participate in Earth Hour?

Anyone. Earth Hour is an inclusive event and everyone is invited to participate. WWF will provide tools online to enable any town, community, school, individual or organization to be part of the event.

13. How many people do you want to participate in Earth Hour 2009

2.2 million people participated in the inaugural Earth Hour which took place in Sydney, Australia in 2007. This past March, Earth Hour went global for the first time and over 50 million people, in over 400 cities, on all seven continents participated. While there are no firm goals in the United States for the number of people we want to participate, we understand that the more people we reach with our message the easier it will be to bring change to the climate crisis.

14. What companies have taken part in Earth Hour? Who is committed in 2009?

Over 18,000 companies registered at earthhour.org to officially participate in Earth Hour 2008. Our official sponsors this year are Esurance, Wells Fargo and Cox Communications. Last year Google, Coca-Cola, HP, Esurance, National Geographic, and others were sponsors. We hope that all of the companies that participated in 2008 once again turn out and take action for Earth Hour 2009.

15. Why is Earth Hour at 8:30pm this year instead of 8pm?

As the campaign has grown from one city in one country to a truly global campaign, the time has been moved to allow the maximum number of cities around the world to be suitably dark for the lights out campaign to have a greater visual impact. Earth Hour is held around the spring equinox, which ensures nearly equal sunset times in both the northern and southern hemispheres.

16. Do I have to turn off all of my electricity for Earth Hour?

Not at all. Through Earth Hour we are asking people to turn off all non-essential lighting. Emergency lighting, televisions and computers can stay on for the hour. The main point of Earth Hour is to unite people, companies and governments around the world through the symbolic flip of a switch. Earth Hour in itself will not lower our carbon footprint, rather it sends a signal to those in a place of power that we as individuals and communities demand action.

The decision on which lights to turn off can be made individually, but usually consists of overhead lights in rooms (whether it is your house or a business), outdoor lighting that does not impact safety, computers, decorative lights, neon signs for advertising, televisions, desk lamps, etc.

17. Is Earth Hour an energy conservation event?

No. Earth Hour isn't about how much energy is saved during one hour. The idea behind Earth Hour is that by working together, each one of us can make a difference on the issue of climate change.

18. Is turning off the lights dangerous? What about criminals?

Earth Hour turns off non-essential lighting only. Lights necessary for public safety including street lights, safety lights in public spaces, lights for aviation guidance, traffic lights, security lights and hospital lights will not go out.

WWF is working with local governments, fire and police departments, and local power companies to make sure Earth Hour is 100% safe.

19. Will my city go completely black?

Earth Hour is not a black out. It is a voluntary power down of non-essential, decorative lighting by its participants. For many businesses in city skyscrapers or for many government buildings the lights are turned off at the end of the business day the Friday before Earth Hour and won't go back on until that Monday morning, so the event will be more of a fade to gray than an abrupt shift to black. There is usually no instant dramatic difference, but rather a gradual power down starting the day prior.

Earth Hour turns off non-essential lighting only. Lights necessary for public safety will not go out.

20. Are there any events planned for Earth Hour 2009?

Details of local Earth Hour events can be found at www.EarthHourUS.org. The site will be updated constantly so if there is anything posted for your city you can plan your own event or check back frequently for updates.

21. How can I encourage my town, city, family to participate?

By visiting www.EarthHourUS.org you can find tool kits walking you through how individuals, community groups, businesses and cities can get involved with Earth Hour.

22. Is Earth Hour merely a symbolic act?

Symbols are quite powerful. From the Boston Tea Party all the way to the sit-ins in the 60's, symbols have a way of sparking change that sweeps around the planet. Flipping the switch for Earth Hour is a way for people to get involved and demand action wherever they are. It's easy so everyone can participate no matter their location, age or income level.

23. Is Earth Hour a publicity stunt?

No. Earth Hour engages millions of people to take action which is a significant achievement in itself. Earth Hour is a very real way of continuing and furthering a global conversation on climate change with the aim of affecting future legislation and international agreements.

24. What are governments doing?

This December, leaders of the world will gather in Copenhagen to create an international agreement to address climate change by reducing greenhouse gas emissions. Earth Hour is a call to officials representing us that we need to reach a new global deal. On a regional level, many governments are using Earth Hour as a platform to launch their green initiatives.

Many states are also enacting strong climate change measures, such as California's tough new automobile emissions standard, and many are also entering into regional frameworks for reducing greenhouse gas emissions, such as the Northeast Regional Greenhouse Gas Initiative.

Congress is also expected to take up climate change legislation this year – a strong climate bill is a top priority of both President Obama and Congressional leaders.

25. How can you expect people to focus on climate change when the world is currently facing an economic downturn?

Protecting our climate need not come at the expense of our economy. Indeed, President Obama has outlined an ambitious plan to grow our economy by investing in clean renewable energy and spurring the development of new, innovative technologies that reduce our impact on the environment, such as wind turbines, solar panels and cars that emit virtually no pollution. As the President has said, by protecting our planet we'll also infuse new life into our economy.

Many of the measures that have the greatest impact on reducing greenhouse gas emissions also happen to be the easiest to implement and actually save money. These involve saving energy. Whether insulating your home or unplugging appliances when they aren't being used, you will use less energy, thereby reducing emissions while at the same time putting more money back in your pocket. Additional green lifestyle tips can be found at www.EarthHourUS.org.

Furthermore, the cost of inaction is too simply too high to delay action on climate change. Climate change manifests itself in deadly and costly ways: violent storms, stronger hurricanes, extreme drought, record floods, out of control wildfires. These phenomena, which are fueled by climate change, are already exacting a costly toll. For example, California Governor Arnold Schwarzenegger cited the enormous costs of the wildfires afflicting his state as a key contributor to California's massive budget deficit.

26. What is Earth Hour's relationship with WWF?

Earth Hour is a World Wildlife Fund-led initiative which relies strongly on the support of valued partners. While WWF is the primary organization behind Earth Hour, many other groups and NGOs are supporting Earth Hour in 2009.

27. What is the history of Earth Hour? When was it created and by whom?

Earth Hour was first celebrated two years ago in Sydney, Australia, when 2.2 million people and thousands of businesses turned out their lights, allowing the message about climate change to shine brightly. In March 2008, Earth Hour went global. More than 400 cities, thousands of businesses and over 50 million people around the world turned off their lights for one hour to demonstrate their commitment to slowing the effects of climate change. An estimated 36 million Americans reported participating.

28. Aren't you using a lot of electricity and resources to promote Earth Hour?

Earth Hour is about creating a symbol that is impossible to ignore so that lasting and effective climate legislation can be created. WWF does many things to lower our carbon footprint including purchasing carbon offsets for all staff travel and wind energy credits to cover the energy usage in our Washington DC headquarters.

29. Will WWF be measuring energy reduction through Earth Hour?

Some Earth Hour cities will work with regional power companies to measure their reduction in energy usage for that hour but we will not be doing that in the United States. As Earth Hour is largely a symbolic event we will be focusing on spreading our message and taking it to our elected officials for action. The purpose of Earth Hour is not to save energy during that 60 minute segment – all of the world's lights could be switched off for one hour and it would not solve the climate crisis.

30. How is Earth Hour 2009 different from 2008?

The core message of turning out the lights for the hour remains the same from 2008. However, this year we encourage participants to contact their elected officials for action as well. We've made it very easy for participants to do so via our website, www.EarthHourUS.org. Simply enter your zip code, choose the information you want to include in your letter and it will automatically be sent to your elected representatives.

31. What else does WWF do to reduce the effects of climate change in the US and around the world?

WWF works with communities, governments and businesses around the world to reduce greenhouse gas pollution and prepare for the impacts of climate change. Our efforts are focused around four key areas:

- 1. Securing a new global climate treaty that will sharply reduce emissions and ensure global average temperatures are kept from rising beyond the dangerous threshold of 2 degrees Celsius (3.5 degree Fahrenheit)** – According to the IPCC, a UN scientific panel representing nearly all of the world's governments (including the US), if global average temperatures rise by more than 2 degrees C, we could expect to see very dangerous consequences that would be costly in both dollars and human lives. These impacts include violent storms, much stronger hurricanes, substantial sea level rise and extreme droughts. Already, global average temperatures have increased by .75 degrees C (1 degree F), over pre-industrial levels. WWF has an extensive campaign that is working with governments around the world, through the UN process, to secure a new global climate treaty. Negotiations on the treaty are expected to conclude this December in Copenhagen, Denmark.
- 2. Combating tropical deforestation, which accounts for nearly 20 percent of global greenhouse gas emissions** – Each year, an area the size of New Jersey is cut down in the Amazon and Borneo, two of the world's largest rainforests. WWF is on the ground in both of those places, as well as the Congo, working with corporate, governmental and community partners to protect the last of the world's tropical

forests. Trees absorb large amounts of carbon dioxide – the primary greenhouse gas – which is released into the atmosphere when forests are cut down. If the Amazon were its own country, it would be the world's seventh largest emitter of carbon dioxide.

3. **Working with corporations to improve efficiency and reduce emissions** – Through WWF's Climate Savers program, some of the world's largest and most respected corporations – including Nike, Coca-Cola, HP and Johnson & Johnson – are reducing their global greenhouse gas emissions. And in the process, these companies are saving money as they make their operations more efficient. Climate Savers, now in its 10th year, currently has 19 corporate members.
4. **Helping communities and nature prepare for and adapt to changes in climate** – Climate change is already having an impact in regions all around the world. WWF is on the ground helping wildlife and ecosystems adjust to substantial changes that are resulting from a warming planet. For example, in response to the record melting of Arctic sea ice – the polar bear's main habitat – WWF is working with communities on the North Slope of Alaska to establish polar bear patrols to help mitigate increased instances of human-bear conflicts.

32. What are the next steps after turning out ones lights?

Earth Hour is just the start. After the lights go out around the world we hope that conversations will continue on climate change and that people will take initiative to make small changes in their lives to be more carbon efficient. We encourage simple but effective energy-saving measures such as installing compact fluorescent light bulbs, which are more efficient and last much longer than traditional incandescent bulbs, choosing energy efficient appliances, making sure their car tires are properly inflated and unplugging electronics when they are not in use. WWF will spend the rest of the year taking the voices of the people who participated in Earth Hour to our policy makers and work with them on finding ways to get us out of the climate crisis the world is facing.

33. Is Earth Hour a partisan movement?

Earth Hour is a non-partisan event. When it comes to caring about the future of our planet, we all have a stake as citizens of the world regardless of other political beliefs and affiliations.

We are pleased that individuals, business leaders and politicians of all political stripes – Republican, Democratic and Independent – support Earth Hour.

